Introduction/Business Problem

Business Problem:
Vehicle accidents are a serious issue throughout the country and various measures are taken each year to reduce accidents and improve road safety. Although this issue has great focus, there seems to be minimal impact on reducing the number and severity of incidents. We are looking to understand the key factors associated with vehicle accidents and determine if there is a correlation and/or a pattern associated with them in order to better determine additional ways to minimize these occurrences.

Introduction:
We are using data collected by the Seattle Police Department through a link provided by Coursera for this Capstone project. This data is based on accidents from January 1 2004 through May 20, 2020 and included data from over 190,000 accidents.

Included as part of that data were information regarding whether the accident included personal injury or just physical damage in addition to road condition, weather, location, speed etc.

I will be looking into the data to analyze the impact of speed and weather on injury and physical damage providing insight as to where to focus on getting the message out to drivers.